

This listing of claims will replace all prior versions,
and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 for determining content-relevant ads once an e-mail
3 document is rendered on a client device, the method
4 comprising:

5 a) providing, from the client device, a document
6 identifier in an ad request to a content-relevant ad
7 server;

8 b) using, at the content-relevant ad server,
9 content-relevance information associated with the
10 document identifier and ad information to determine a
11 set of one or more ads;

12 c) generating an image including the one or more ads
13 of the determined set;

14 d) providing the generated image and a session
15 identifier to the client device;

16 e) rendering, with the client device, the image in
17 the document;

18 f) detecting a user action with respect to the
19 rendered image; and

20 g) in response to the detection of the user action
21 with respect to the rendered image, sending the
22 session identifier and position information to the
23 content-relevant ad server,

24 wherein the image includes at least two ads,
25 wherein the user action is a user selection of one of
26 the at least two ads included within the image, and
27 wherein the position information is a position of a
28 cursor within the image at the time of a user selection.

1 Claim 2 (previously presented): The computer-implemented
2 method of claim 1 wherein the document includes image map
3 information including image source information, and wherein
4 the image source information includes the document
5 identifier.

1 Claim 3 (previously presented): The computer-implemented
2 method of claim 1 wherein the document includes image map
3 information including image source information, and wherein
4 the image source information is a path including the unique
5 identifier.

1 Claim 4 (previously presented): The computer-implemented
2 method of claim 3 wherein the path further includes a URL
3 of the content-relevant ad server.

1 Claim 5 (previously presented): The computer-implemented
2 method of claim 1 further comprising:
3 h) updating, with the content-relevant ad server, ad
4 information using the sent session identifier and
5 position information.

1 Claim 6 (previously presented): The computer-implemented
2 method of claim 5 wherein the ad information updated
3 includes billing information.

1 Claim 7 (previously presented): The computer-implemented
2 method of claim 5 wherein the ad information updated
3 includes ad performance information.

1 Claim 8 (currently amended): Apparatus for determining
2 content-relevant ads once an e-mail document is rendered on
3 a client device, the apparatus comprising:

- 4 a) an input for accepting, from the client device, a
5 document identifier in an ad request;
- 6 b) using content-relevance information associated
7 with the document identifier and ad information to
8 determine a set of one or more ads;
- 9 c) generating an image including the one or more ads
10 of the determined set;
- 11 d) forwarding the generated image and a session
12 identifier to the client device,

13 wherein, the generated image and session
14 identifier include information which facilitates having the
15 client device send the session identifier and position
16 information to the content-relevant ad server in response
17 to the detection of the user action with respect to the
18 image as rendered on the client device,

19 wherein the image includes at least two ads,
20 wherein the user action is a user selection of one of
21 the at least two ads included within the image, and
22 wherein the position information is a position of a
23 cursor within the image at the time of a user selection.

1 Claim 9 (original): The apparatus of claim 8 wherein the
2 document includes image map information including image
3 source information, and wherein the image source
4 information includes the document identifier.

1 Claim 10 (original): The apparatus of claim 8 wherein the
2 document includes image map information including image

3 source information, and wherein the image source
4 information is a path including the unique identifier.

1 Claim 11 (original): The apparatus of claim 10 wherein the
2 path further includes a URL of the content-relevant ad
3 server.

1 Claim 12 (original): The apparatus of claim 8 further
2 comprising:

3 e) updating, with the content-relevant ad server, ad
4 information using the sent session identifier and
5 position information.

1 Claim 13 (original): The apparatus of claim 12 wherein the
2 ad information updated includes billing information.

1 Claim 14 (original): The apparatus of claim 12 wherein the
2 ad information updated includes ad performance information.

1 Claim 15 (currently amended): A computer-implemented
2 method for determining content-relevant ads once an e-mail
3 document is rendered on a client device, the method
4 comprising:

5 a) accepting, from the client device, a document
6 identifier in an ad request to a content-relevant ad
7 server;
8 b) using content-relevance information associated
9 with the document identifier and ad information to
10 determine a set of one or more ads;
11 c) generating an image including the one or more ads
12 of the determined set;

13 d) forwarding the generated image and a session
14 identifier to the client device; and
15 e) accepting, from the client device, the session
16 identifier and position information,
17 wherein the image includes at least two ads,
18 wherein the user action is a user selection of one of
19 the at least two ads included within the image, and
20 wherein the position information is a position of a
21 cursor within the image at the time of a user selection.

1 Claim 16 (previously presented): The computer-implemented
2 method of claim 15 wherein the document includes image map
3 information including image source information, and wherein
4 the image source information includes the document
5 identifier.

1 Claim 17 (previously presented): The computer-implemented
2 method of claim 15 wherein the document includes image map
3 information including image source information, and wherein
4 the image source information is a path including the unique
5 identifier.

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 17 wherein the path further includes a URL
3 of the content-relevant ad server.

1 Claim 19 (previously presented): The computer-implemented
2 method of claim 15 further comprising:
3 f) updating ad information using the sent session
4 identifier and position information.

1 Claim 20 (previously presented): The computer-implemented
2 method of claim 19 wherein the ad information updated
3 includes billing information.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 19 wherein the ad information updated
3 includes ad performance information.

1 Claim 22 (previously presented): The computer-implemented
2 method of claim 1 wherein the document is an e-mail.

1 Claim 23 (previously presented): The apparatus of claim 8
2 wherein the document is an e-mail.

1 Claim 24 (previously presented): The computer-implemented
2 method of claim 15 wherein the document is an e-mail.

1 Claim 25 (previously presented): The computer-implemented
2 method of claim 1 wherein the set of one or more ads are
3 determined to be relevant to the content of the document.

1 Claim 26 (previously presented): The apparatus of claim 8
2 wherein the set of one or more ads are determined to be
3 relevant to the content of the document.

1 Claim 27 (previously presented): The computer-implemented
2 method of claim 15 wherein the set of one or more ads are
3 determined to be relevant to the content of the document.

Claims 28-30 (canceled)

1 Claim 31 (currently amended): A computer-implemented
2 method for determining content-relevant ads once an e-mail
3 document is rendered on a client device, the method
4 comprising:

5 a) providing, from the client device, a document
6 identifier in an ad request to a content-relevant ad
7 server;

8 b) using, at the content-relevant ad server,
9 content-relevance information associated with the
10 document identifier and ad information to determine a
11 set of at least two ads;

12 c) generating an image including at least two ads of
13 the determined set of at least two ads;

14 d) providing the generated image and a session
15 identifier to the client device;

16 e) rendering, with the client device, the image in
17 the document;

18 f) detecting a user selection within the rendered
19 image;

20 g) in response to the detection of the user action
21 with respect to the rendered image, sending the
22 session identifier and position information to the
23 content-relevant ad server; and

24 ~~The computer implemented method of claim 1 wherein the~~
25 ~~image includes at least two ads, and~~

26 ~~wherein the user action is a user selection within the~~
27 ~~image, the method further comprising:~~

28 h) using the sent session identifier and position
29 information to determine a particular ad that was
30 selected by the user.

1 Claim 32 (previously presented): The computer-implemented
2 method of claim 31 further comprising:

3 i) loading a new document, identified by the selected
4 particular ad, onto the user device.

1 Claim 33 (previously presented): The computer-implemented
2 method of claim 31 further comprising:

3 i) updating performance information associated with
4 the selected particular ad.

1 Claim 34 (currently amended): A computer-implemented
2 method for determining content-relevant ads once an e-mail
3 document is rendered on a client device, the method
4 comprising:

5 a) accepting, from the client device, a document
6 identifier in an ad request to a content-relevant ad
7 server;

8 b) using content-relevance information associated
9 with the document identifier and ad information to
10 determine a set of at least two ads;

11 c) generating an image including at least two ads of
12 the determined set of at least two ads;

13 d) forwarding the generated image and a session
14 identifier to the client device;

15 e) accepting, from the client device, the session
16 identifier and position information The

17 ~~computer implemented method of claim 15 wherein the~~
18 ~~image includes at least two ads, and~~

19 ~~wherein the act of accepting, from the client~~
20 ~~device, the session identifier and position~~
21 ~~information is responsive to a user selection within~~
22 ~~the image, the method further comprising: and~~

23 f) using the session identifier and position
24 information to determine a particular ad that was
25 selected by the user.

1 Claim 35 (previously presented): The computer-implemented
2 method of claim 34 further comprising:

3 g) loading a new document, identified by the selected
4 particular ad, onto the user device.

1 Claim 36 (previously presented): The computer-implemented
2 method of claim 34 further comprising:

3 g) updating performance information associated with
4 the selected particular ad.